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Gladiolus

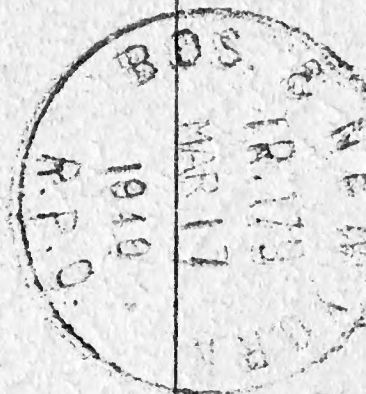
1940



Silver Anniversary Edition
(1915-1940)



F. F. & F. O. Shepardson
MANSFIELD, MASS.



Join the
NEW ENGLAND GLADIOLUS SOCIETY

This society is the largest and by far the most active in the world. The Year Book alone is worth several times the Regular Membership fee of \$1.00 per year.

Well worth the extra cost is the Participating Membership at \$2.00 per year, including the Year Book and three quarterlies, issued in April, July, and October.

Mail your application right now to Albin K. Parker, Secretary, Norwood, Mass.

GREETINGS FOR 1940

As we present our SILVER ANNIVERSARY CATALOG, marking our twenty-fifth year as gladiolus growers, we take this opportunity to thank all our customers for their generous orders of last season. Especially do we thank the many who were kind enough to write about their success with our bulbs.

Once again we offer a selected list of 70 proven satisfactory varieties ALL AT ONE LOW PRICE. As in last year's list, we offer large bulbs at 2 for 10 cents, 50 cents per dozen, medium and small bulbs at proportionately low prices. This year you can realize even greater savings by taking advantage of our SILVER ANNIVERSARY SPECIAL OFFER, see the descriptive list for details.

During the twenty-five years we have been growing glads in large quantities, averaging 20 acres yearly, it has been our policy to try the best of the promising new varieties. We have added to our list only the best of these varieties from all over the world. We honestly believe that you may select any of the gladiolus in this catalog with confidence in their ability to produce fine blooms under any ordinary garden conditions. We have tried to be honest and unbiased in our descriptions, pointing out any shortcomings that we have noticed in our experience with these varieties.

You will find a very few of the more promising newer varieties, at higher prices, listed immediately following the general descriptive price list. These are all excellent varieties and are priced higher because stocks are still limited.

Again we remind you that the price of a gladiolus is not an indication of its beauty, but only of its scarcity. It is because of this fact that we are able to offer a collection of fine varieties which will thrill you with their beauty, please you with their fine performance, and surprise you with their very moderate cost.

Thank you again, and best wishes for a successful season.

F. F. & F. O. SHEPARDSON
(Marshall O. Shepardson)

TERMS

It is our custom, as with most growers, to include extras with each order. Just how many and what varieties, depends on the size of your order. We will appreciate your indicating on your order whether you prefer an overcount on the varieties you have ordered or some different varieties to try. If you have some certain varieties in mind just jot down a few of them. We always give a good generous count and you can depend on getting full value.

No order accepted from the general list for less than \$1.00, and this must be accompanied by payment in full. Larger orders may be secured by payment of 25 per cent with order and balance before shipment.

ORDER EARLY to get the best choice of varieties. We do our best to fill all orders and to treat all customers alike but some varieties and sizes always sell out first. Get your order in before the Spring rush starts and give us time to carefully select your bulbs. In our climate we begin planting in April and get most of our bulbs in before June 1st, so try to reserve your stock before that time.

We intend to send out only the very best quality bulbs and bulb-lets, all true to name and free from disease and thrips. It is only human to make an occasional error, however, and if you are not pleased with your bulbs, by all means write and tell us about it. We will do our very best to give complete satisfaction. We cannot, however, assume more responsibility than the original cost of the bulbs.

SHIPMENT

Bulbs ordered from the general list are shipped prepaid, by Parcel Post or Railway Express as we think best. If your express address differs from your mail address, kindly give both, especially on large orders. Small orders are usually shipped by Parcel Post.

If you order from the wholesale list, f.o.b., Mansfield, then you must pay the delivery charges on the arrival of the bulbs. If your order is partly from the prepaid list and partly from the f.o.b. list, we will ship f.o.b. and put in enough extra bulbs to more than make up the amount of postage.

We ship by express at any time but prefer to wait until after April 1st for shipments by mail. Of course, if you want your bulbs at once, we will find some way to get them to you safely. We guarantee safe delivery.

SUBSTITUTION

We never substitute another variety for the one ordered unless you give us a second choice. We would appreciate your making such a second choice when ordering late in the season, also please note on your order if we may substitute another size if out of the one you order. When using a larger size, we always give equal count; and if we have to use a smaller, we give much more than equal value.

SPECIAL COLLECTIONS

The special collections, found near the back of the catalog, together with the 50 cent specials, represent the biggest values we offer. These collections of unlabelled varieties are just the thing for anyone who does not care to bother with names and many small lots. For the casual home gardener they provide an abundance of truly beautiful bloom at very low cost. We are frank to admit that our profit on these items must be charged off to advertising, in the hope of making a "glad bug" from a general flower lover.

50 CENT SPECIALS

We will put up a collection of all sizes available, in one bag, of any variety in our general list, for 50 cents. We wish it clearly understood that there is just ONE VARIETY IN A 50 CENT SPECIAL. The idea being to assure you of a long blooming season by including some large, medium, and small bulbs, which will bloom successively throughout the season. You can depend on getting far more than catalog value and a good range of sizes. If you have a favorite variety you want to see all Summer, this is the way to order it. Any five lots for \$2.00, any ten lots for \$3.50, all postpaid.

BULB SIZES

All sizes given in this catalog are standard grading. No. 1—1½ inches and up; No. 2—1¼ to 1½ inches; No. 3—1 inch to 1¼ inches; No. 4—¾ inch to 1 inch; No. 5—½ inch to ¾ inch; No. 6—⅜ inch to ½ inch.

Large bulbs include sizes 1 and 2; medium bulbs, sizes 3 and 4; small bulbs, sizes 5 and 6. We put in the larger of the sizes indicated as long as stocks are available.

If you have never tried the medium size bulbs, you will be surprised at the fine blooms they will make. Usually blooming a week to 10 days after the large bulbs, the spikes are often just as tall, but thinner and more graceful. Small bulbs often bloom, too, depending on the variety, but are planted principally for the bulb growth and bulblet increase. Medium bulbs, also make good increase, while large bulbs are likely to have fewer bulblets and make a flat, very large bulb.

BULBLETS

The smaller sizes of varieties in the general list can be purchased so cheaply that there is very little interest in bulblets of these varieties. We are glad to furnish them, however, to anyone desiring to try them, at 10 cents per packet. The packet will contain at least 50 bulblets, many more in most varieties. You can depend on getting full value, but we wish it clearly understood that bulblets are not guaranteed to grow.

DESCRIPTIVE PRICE LIST 1940

All varieties listed offered at the flat rate of, large bulbs, 2 for 10 cents, 50 cents per dozen; medium bulbs, 4 for 10 cents, 25 cents per dozen; small bulbs, 15 cents per dozen. Smaller quantities at the same rate, but no single item less than 10 cents.

SILVER ANNIVERSARY SPECIAL OFFER: Any three dozen large bulbs, not less than 6 of a variety, \$1.25; any three dozen medium bulbs, not less than 6 of a variety, 65 cents; any four dozen small bulbs, not less than one dozen of a variety, 50 cents.

All of the above prices include total delivery expense.

ALBATROSS (Pfitzer) Very tall pure white with many lily-shaped florets open at one time.

AMADOR (Kingsley) Glistening scarlet red with darker throat. An excellent exhibition and commercial variety.

AVE MARIA (Pfitzer) Light violet blue with deeper throat. Tall, healthy, and with excellent cut flower habits, it is deservedly popular with home gardeners and florists, alike.

BABY DECORAH (Prestgard) Exquisite small flowered white, snow white even to the stamens, with delicately frilled florets of unusual substance, it is ideal for home and table decoration.

BERTY SNOW (Mair) Fine large lavender. Taller, and warmer color than MINUET, it rivals that excellent variety when well grown. BERTY SNOW is unusually thirsty and may sulk in a dry season.

BETTY CO-ED (Briggs) Another small flowered beauty of the most delicate shade of soft pink imaginable. A few spikes of this in a black vase makes a sight to remember.

BETTY NUTHALL (Salbach) Late flowering combination of orange and salmon pink. The tall, massive spike carries many medium size florets which seldom open as wide as we would like them.

BOB WHITE (Zimmer) Another late variety. This makes a massive spike, carrying many wide open florets of pure white, set off by a small rose spearhead imbedded in the throat. We have grown this over five feet from No. 5 bulbs. An excellent commercial.

BRIGHTSIDE (Prestgard) A bizarre combination of yellow throat shading through orange to orange red on the edges of the petals. The florets are slightly ruffled. Tall and unusual, it is a valuable early cut flower.

CARA MIA (Miller) Tall spike of many, shrimp pink, medium size florets. Very early in season, and of a particularly appealing color, we find it valuable for early flowers.

CARMEN SYLVA (Prestgard) Excellent, very reliable white. Tall, straight, and with no markings, we find it compares very favorably with many of the newer, more expensive whites. It will stand the heat and is an excellent shipper.

- CHARLES DICKENS (Pfitzer)** Tall red purple. An unusual color and a perennial favorite.
- COMMANDER KOEHL (Pfitzer)** Very popular dark red. Tall and vigorous, with blooms of fine substance, it has long been the standard of comparison in this color.
- DEBONAIRE (Palmer)** Tall, always straight, spikes carrying many medium size florets of LaFrance pink. Sometimes flecks a little darker. Pinker, taller, and usually straighter, than PICARDY, we find it a welcome change from the salmon tone of that variety.
- DREAM O' BEAUTY (Zimmer)** American Beauty rose-red with slightly deeper throat. Its vivid coloring and tall spike will make it outstanding in any garden.
- DR. F. E. BENNETT (Diener)** The standard of comparison in the scarlet-red class. The brilliant color and good cut flower habits make it hard to displace as the favorite commercial red.
- DR. MOODY (Kinyon)** Large cool lavender. No pink tones in this one. Makes a good all around spike and comes fairly early.
- EARLY DAWN (Briggs)** One of the very best early varieties we have seen. Tall, large flowered, and with excellent habits, the clear deep geranium pink florets, slightly darker in the throat, make it a valuable commercial.
- E. I. FARRINGTON (Rowe)** Lovely lemon yellow. Only medium size, but exceedingly beautiful and well worth while.
- EXCELLENCE (Kunderd)** Early large flowered bright vermilion. Excellent color but inclined to make some short heads.
- FLAMING SWORD (Krelage)** A veritable ribbon of bright red blooms on a tall, willowy spike. Sometimes crooks in very hot weather, but is early and enjoys good growing habits.
- FRANK J. McCOY (Briggs)** Pure pink with many open on an enormous spike. Has been many times grand champion at the Boston show.
- GIANT NYMPH (Coleman)** Dependable light rose pink. An old timer but still a good glad. Tall and healthy.
- GOLDEN CHIMES (Ellis)** Beautiful large light yellow, slightly ruffled. Very clear color.
- GOLDEN DREAM (Groff)** Huge deep yellow. Florets are medium in size but the immense spike makes them appear small by comparison. Does not open readily from tight bud.
- GRAF ZEPPELIN (Pfitzer)** Early large flowered scarlet. Excellent color, but the stem appears to be a little weak to qualify as a commercial.
- GRAND SLAM (Salbach)** Brilliant salmon-orange. Tall, and with an unusually bright color, it is distinctive and showy.

- HELGA (Kunderd)** Another old timer that we like. The color is an unusual shade of salmon rose, the spikes are tall and healthy, and it blooms early.
- HELMSDALE (Errey)** Scarlet, very lightly overlaid crimson and grey. An unusual color and very attractive. Spikes are well formed and grow well.
- KASSEL (Pfitzer)** Brilliant scarlet self. A good grower and increaser, but we find the florets too loosely attached to be of value as a commercial. Fine for the home garden.
- LADY MARIE (Zimmer)** Early light salmon. Resembles PICARDY somewhat in the bud, but lacks the depth of color when open, and is smaller. Good early cut flower.
- LIBELLE (Pfitzer)** This is our favorite light blue, and, we believe, the best commercial in its color. Early, vigorous, and a particularly appealing shade of clear light blue, slight violet feather in the throat. Try some of this one.
- LIGHTS OF GOLD (Hornberger)** Large yellow throat surrounded with a broad band of bright salmon. An unusual color combination combined with a strong, tall plant. Different.
- LUCIFER (Errey)** Showy bright orange with large crimson blotch. Tall, distinctive, and striking. We like it.
- MAID OF ORLEANS (Pfitzer)** Fairly early white with creamy throat. An excellent variety and generally considered the best all around white. You will like it.
- MARGARET FULTON (Ogrodnichuk)** Deep clear coral salmon self. One of the very best commercial gradiolus ever introduced. You will like the deep glowing color and admire the tall, always straight spikes. It blooms early, and although the color is deeper, is, in effect, an early PICARDY.
- MEXICAN FIRE OPAL (Salbach)** Medium size florets of dark burnt orange rather widely spaced on a tall willowy spike. Interesting to the home gardener but not our idea of a good commercial.
- MIBLOOM (Kunderd)** Pale blush pink with a ruddy blotch. A good spike of delicately colored florets. Usually carries some odor when freshly cut, somewhat like a rose bud. The very first variety to bloom in our garden.
- MINUET (Coleman)** For many years the measuring stick for all lavenders. Still generally considered the best in this color. An excellent commercial.
- MISS BLOOMINGTON (Kunderd)** Probably the best early yellow at popular prices. Tall spikes of deep, pure toned, clear yellow, blooming fairly early. You will like it.
- MISS GREELEY (Briggs)** Huge early pink, very much similar to MR. W. H. PHIPPS, but much earlier in blooming date. Is inclined to be floppy, especially in hot weather.
- MISS HARRIETT (Carpenter)** Early flowering chrome orange with a lighter throat. Brilliant color and a good grower.

- MOROCCO (Pfitzer)** Very dark maroon, buds almost black. An outstanding, different, variety that will make the lighter colors in your garden stand out by contrast.
- MOTHER MACHREE (Stevens)** A beautiful golden smoky, or combination of "sunset colors," that is hard to describe. Certainly an outstanding and exotic variety and one you should have.
- MRS. E. J. HEATON (Heaton)** Huge glowing salmon with clear cream throat. An excellent cut flower variety, standing heat and other adverse conditions in fine shape. One of the best we have and one of our favorites. Try some of this.
- MRS. F. C. PETERS (Fischer)** Fine late lavender with rosy blotch. Good cut flower and opens well in the cool weather.
- MR. WM. CUTHBERTSON (Mair)** A very unusual and striking combination of a large white throat shading to deep pink on the edges of the petals. Florets are heavily ruffled. Very lovely.
- MY CREOLE BELLE (Stephen)** Early rose pink with rose feather on lower petals. Only medium size but extremely delicate and appealing. Fine for table decoration.
- OLIVE GOODRICH (Goodrich)** White, blushed pink, with no markings. Under some conditions shows practically no pink, at other times it is quite pronounced, particularly at the edge of the floret.
- ORANGE WONDER (Kemp)** Deep orange self. Very fine color and very tall, but some spikes carry very short flower heads. A very late variety and must be planted early to bloom before frost.
- PELEGRINA (Pfitzer)** Popular dark pansy blue with lower petals slightly deeper color. Many open on a tall spike and most of the buds showing color. Good.
- PHYLLIS MCQUISTON (Stewart)** We consider this the very best pure pink gladiolus available at popular prices. On the color chart it shows pure pink, with a cream throat. Plants are tall, straight, and healthy, florets are large, open well, and stand shipping from long distances. By all means try this one.
- PICARDY (Palmer)** The world's most popular gladiolus. With its giant spikes of melting salmon pink it is truly the "wonder glad."
- POLAR ICE (Pfitzer)** Very tall, exceedingly early, dead white glad. Our favorite pure white and a wonderful commercial. One of the very best.
- PRIMROSE PRINCESS (Salbach)** Our favorite yellow. Tall and strong, carrying many large florets on a fine spike, it is equally good for the home gardener and for the florist. It is a mid-season variety, medium or canary yellow in color. Try it.
- QUEEN HELEN II (Salbach)** Another one of our favorites. Just about like a BETTY NUTHALL with larger, wide open florets of light salmon pink with a large cream throat. It blooms late like NUTHALL and is every bit as husky, strong, and straight. You will like QUEEN HELEN.

WHOLESALE PRICES-NOT PREPAID

Not less than 25 of a variety and size at the 100 rate. Pint of bullets at the quart rate. These prices are quoted f. o. b., Mansfield, Mass. You pay the delivery charges.

Per 100	Size	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	bblts. per qt.
AMADOR	\$2.25	\$1.85	\$1.50	\$1.15	\$.90	\$.65	\$3.00
AVE MARIA	1.50	1.25	1.00	.75	.50	.25	2.00
BERTY SNOW	1.00	.75	.60	.45	.30	.20	1.00
BETTY CO-ED	1.50	1.25	1.00	.75	.50	.25	1.00
BETTY NUTHALL	1.00	.75	.60	.45	.30	.20	1.00
BOB WHITE	2.25	1.85	1.50	1.15	.90	.65	3.00
BRIGHTSIDE	2.00	1.60	1.25	1.00	.75	.50	1.50
CARA MIA	1.00	.75	.60	.45	.30	.20	1.00
CARMEN SYLVA	1.00	.75	.60	.45	.30	.20	1.00
COMMANDER KOEHL	2.25	1.85	1.50	1.15	.90	.65	3.00
DEBONAIRE	1.50	1.25	1.00	.75	.50	.25	1.50
DR. F. E. BENNETT	1.25	1.00	.75	.60	.45	.25	1.50
DR. MOODY	1.25	1.00	.75	.60	.45	.25	1.50
EARLY DAWN	1.25	1.00	.75	.60	.45	.25	1.50
E. I. FARRINGTON	1.25	1.00	.75	.60	.45	.25	1.00
EXCELLENCE	1.00	.75	.60	.45	.30	.20	1.00
FLAMING SWORD	1.00	.75	.60	.45	.30	.20	1.00
FRANK J. MCCOY	2.00	1.60	1.25	1.00	.75	.50	1.50
GIANT NYMPH	1.00	.75	.60	.45	.30	.20	1.00
GOLDEN DREAM	1.00	.75	.60	.45	.30	.20	1.00
GRAF ZEPPELIN	1.50	1.25	1.00	.75	.50	.25	1.50
GRAND SLAM	2.25	1.85	1.50	1.15	.90	.65	3.00
HELGA	1.00	.75	.60	.45	.30	.20	1.00
LADY MARIE	1.25	1.00	.75	.60	.45	.25	1.00
LIBELLE	2.00	1.00	1.25	1.00	.75	.50	2.00

LUCIFER	2.25	1.85	1.50	1.15	.90	.65	3.00
MAID OF ORLEANS	1.50	1.25	1.00	.75	.50	.25	1.50
MARGARET FULTON	1.25	1.00	.75	.60	.45	.25	1.00
MIBLOOM	1.25	1.00	.75	.60	.45	.25	1.50
MINUET	2.00	1.60	1.25	1.00	.75	.50	3.00
MISS BLOOMINGTON	1.50	1.25	1.00	.75	.50	.25	3.00
MISS GREELEY	2.00	1.60	1.25	1.00	.75	.50	2.00
MISS HARRIET	3.00	2.50	2.00	1.50	1.00	.75	3.00
MOTHER MACHREE	2.25	1.85	1.50	1.15	.90	.65	3.00
MRS. E. J. HEATON	2.25	1.85	1.50	1.15	.90	.65	3.00
MR. WM. CUTHBERTSON	2.25	1.85	1.50	1.15	.90	.65	3.00
MY CREOLE BELLE	1.50	1.25	1.00	.75	.50	.25	1.00
OLIVE GOODRICH	1.50	1.25	1.00	.75	.50	.25	1.00
PELEGRINA	2.00	1.60	1.25	1.00	.75	.50	2.50
PHYLLIS McQUISTON	2.25	1.85	1.50	1.15	.90	.65	2.00
PICARDY	1.00	.75	.60	.45	.30	.20	1.00
POLAR ICE	2.25	1.85	1.50	1.15	.90	.65	3.00
PRIMROSE PRINCESS	1.00	.75	.60	.45	.30	.20	1.00
QUEEN HELEN II	2.00	1.60	1.25	1.00	.75	.50	2.00
QUEEN OF BREMEN	1.00	.75	.60	.45	.30	.20	1.00
RAPTURE	1.25	1.00	.75	.60	.45	.25	1.00
RED LORY	2.50	2.00	1.60	1.25	1.00	.75	2.50
RED PHIPPS	1.50	1.25	1.00	.75	.50	.25	2.00
SNOWDEN	1.50	1.25	1.00	.75	.50	.25	2.00
SOUTHERN CROSS	2.00	1.60	1.25	1.00	.75	.50	2.50
SPIRIT OF ST. LOUIS	1.00	.75	.60	.45	.30	.20	1.00
SWEETHEART	1.50	1.25	1.00	.75	.50	.25	1.50
SYMPHONY	2.25	1.85	1.50	1.15	.90	.65	3.00
TREVONIAN	2.00	1.60	1.25	1.00	.75	.50	2.00
WASAGA	1.25	1.00	.75	.60	.45	.25	1.00
WHITE ORCHID	2.25	1.85	1.50	1.15	.90	.65	2.50
WHITE TRIUMPHATOR	6.00	5.00	4.00	3.00	2.50	2.00	8.00

- QUEEN OF BREMEN (Zimmer)** One of the loveliest and most delicate varieties we grow. With a multitude of small florets on a tall willowy spike, its perfectly lovely lavender pink color would captivate anyone. Excellently suited to floral work and table decoration.
- RAPTURE (Palmer)** Tall vigorous salmon, set off by a large yellow throat. We consider this variety too close to PICARDY in color to have much future as a commercial, but many of our customers like it and it seems to be popular. Try it late.
- RED LORY (Errey)** Brilliant crimson with a purple blotch, the general effect is of bright rose. Possesses good commercial qualities and is popular. We like it.
- RED PHIPPS (Briggs)** A light shade of true spectrum red, almost in the deep pink class. A real self color, bright and clear. An excellent light red.
- SCHWABEN GIRL (Pfitzer)** Early pink of the purest tone imaginable. The long flower heads and excellent color are sometimes offset by the lack of stem under the bottom bloom. Well worth a try, if only for the wonderful color.
- SNOWDEN (Ball)** Excellent late white from Australia. Pure white, with inconspicuous violet feather, all spikes are straight, and bloom well in the late Fall. A good variety.
- SOUTHERN CROSS (Whitely)** Large, well formed spikes of rich crimson. Easily a leader in this color class.
- SPIRIT OF ST. LOUIS (Diener)** Early orange saffron with many open. An odd, unique color, well worth trying.
- STAR OF BETHLEHEM (Pfitzer)** While a very fine exhibition white, resembling a larger MAID OF ORLEANS, we cannot recommend for commercial use because of somewhat temperamental habits.
- SWEETHEART (Prestgard)** A very beautiful light pink with large, pure white, throat. A medium size glad, rather small flowered, it blooms early and is ideal for any vase or other decorative work.
- SYMPHONY (Palmer)** Excellent light rosy pink commercial. It carries a tremendous flower head and opens many florets at a time. We intend to grow it in quantity for the cut flower market. Try some of this.
- TREVONIAN (Hornberger)** Tall, strong rose red. Really a combination of several shades of rose. Holds several open at one time.
- WASAGA (Palmer)** Rich ruffled apricot buff. Certainly not hardy enough to ship to market, but excellent in the home garden.
- WHITE ORCHID (Purple)** Our earliest white. Heavily ruffled, with a small lavender and cream dart on each lower petal, each floret resembles an orchid. Three or four of these florets and a little green make a corsage of rare beauty.

A FEW FINE VARIETIES AT SOMEWHAT HIGHER PRICES

Each Variety Priced Separately

AMERICAN COMMANDER (New) Clear, self colored, brilliant red. While we have grown this variety for only one season, it has proven very outstanding, which is our reason for listing so high priced a variety. We find it healthy, tall, large flowered, and an excellent cut flower. We are glad to recommend it. **L. \$2.50 each; M. \$1.50 each; S. 75c each, 10 for \$6.00; bulb-lets, 10 for 80c, 100 for \$6.40.**

BEACON (Palmer) Flame salmon with large cream throat. Very striking and commands attention wherever shown. **L. 10c each, \$1.00 per dozen; M. 2 for 10c, 50c per dozen; S. 4 for 10c, 25c per dozen; bulblets, 25 for 15c.**

FRANK O. SHEPARDSON (Fischer) Light rose pink with large crimson blotch. Much like an improved MRS. FRANK PEN-LETON. **Large bulbs only, 25c each.**

GOLD DUST (Pfitzer) Very fine deep yellow. An excellent variety in a very weak color class. **L. 15c each, \$1.50 per dozen; M. 10c each, \$1.00 per dozen; bulblets, 10 for 10c.**

ISOLA BELLA (Pfitzer) Large, slightly ruffled pinkish lavender. Strong grower and good increaser. Very fine. **L. 25c each; M. 15c each; bulblets, 10 for 25c.**

LAVENDER QUEEN (Arenius) Tall, unusually rich, lavender. From one season's experience it seems very outstanding. **L. 20c each; M. 15c each; S. 10c each, \$1.00 per dozen; bulblets, 10 for 10c.**

PEGGY LOU (Wilson) Full sister of PICARDY with most of its characteristics, except that PEGGY LOU is a lovely, soft, almost pure pink. There is a slight blue tone, almost unnoticeable, and no salmon influence whatsoever. A very fine variety. **L. 25c each; M. 15c each; S. 2 for 15c, 75c per dozen; bulb-lets, 25 for 25c.**

ROSA VAN LIMA (Holland) Excellent pure light pink with a slight lavender feather in a creamy throat. Early, and with good cut flower habits, it should prove valuable commercially. **L. 50c each; M. 30c each; S. 20c each, \$2.00 per dozen; bulblets, 25 for 10c.**

VAGABOND PRINCE (Palmer) Garnet brown with flame blotch. Makes a good spike of fair size florets. Absolutely different from any other glad. **L. 10c each; M. 2 for 10c; S. 4 for 10c, 25c per dozen; bulblets, 25 for 10c.**

VREDENBURG (Pfitzer) New white, seems to have the texture of MAID OF ORLEANS combined with the dead whiteness and earliness of POLAR ICE. Very fine. **L. 75c each; M. 50c each; bulblets, 10 for 25c.**

WHITE TRIUMPHATOR (Salman) Early pure white, extra large florets on a tall spike. Fine exhibition but does not seem to have the substance to make a good commercial. **L. 10c each, \$1.00 per dozen; M. 2 for 10c, 50c per dozen; bulblets, 25 for 25c.**

ZUNI (Mitsch) New smoky, silvery rose blended with large throat of terra cotta. Very beautiful. **L. 30c each; M. 20c each; S. 10c each, \$1.00 per dozen; bulblets, 10 for 25c.**

COME AND VISIT US THIS SUMMER

Our bulb drying and cut flower packing sheds are located between Mansfield and Norton, Massachusetts, on Route 140. Look for our large sign, you can't miss it. If you would like to drop in during the winter months you will find our storage and office at 25 Fulton Street, Mansfield, Mass., right in the center of the town. Feel free to stop at any time. We will be glad to see you and to talk over any glad problems you may have.

SPECIAL COLLECTIONS

These collections are all unlabelled, we see no advantage in offering collections of labelled varieties when you can order just what you want from the regular list at such low prices.

You may be sure of getting the same high quality bulbs and the same beautiful colors as when ordering from the list. We save on packing expense and can use the varieties we have in largest supply.

These collections are all postpaid, the price as marked is all you pay to have the bulbs delivered right to your home, and if, after receiving the bulbs, you are not pleased with them, just return them at our expense, and we will cheerfully refund your money.

NO. 1 SILVER ANNIVERSARY CUT FLOWER COLLECTION

100 bulbs for \$1.00, postpaid

6 lots for \$5.00

A real quality assortment of at least 30 named varieties, including many which win regularly at the largest shows. All colors and types will be included and there will be early, midseason, and late varieties to give you blooms over a long period. Bulbs will be strong blooming size, 1 inch and over in diameter. This size is bought by the millions by commercial cut flower growers and will produce excellent large spikes. With each order for 6 lots, to be shipped to one address at one time, we will include, absolutely free, 5 bulbs, labelled, of WHITE TRIUMPHATOR, fine new white. Get up an order among your neighbors and get your collection, plus the premium WHITE TRIUMPHATOR, free.

NO. 2 EXHIBITION CUT FLOWER COLLECTION

100 bulbs for \$1.50, postpaid

4 lots for \$5.00

Same as the No. 1 collection except that bulbs will be at least $1\frac{1}{4}$ inch in diameter, producing slightly larger flower spikes.

NO. 3 SEPARATE COLORS COLLECTION

100 bulbs for \$2.00, postpaid

3 lots for \$5.00

20 bulbs each of red, yellow, pink, white, blue and lavender, each color packed separately and made up of several varieties, unless you request otherwise. In any case, varieties are to be of our choice. Bulbs are all $1\frac{1}{4}$ inch in diameter or larger.

NO. 4 SINGLE COLOR COLLECTION

100 bulbs for \$1.50, postpaid

4 lots for \$5.00

100 bulbs of any color you particularly like; red, white, yellow, pink, lavender, or blue, assorted from several varieties and shades, in the one color. Of course, if you so desire we will send just one variety, but it must be of our choice. Bulbs are all $1\frac{1}{4}$ inch diameter and larger.

NO. 5 SPECIAL GET ACQUAINTED COLLECTION

25 bulbs for 25 cents, postpaid

5 lots for \$1.00

At least ten fine varieties, all colors, offered as a non profit item to show just what our bulbs will do at almost no investment to you. The bulbs are all young, high-crowned medium size bulbs, averaging just under 1 inch in diameter. They are the larger of the regular No. 4 size. If you have never tried the medium size bulbs, by all means try one of these lots and see what they will produce in the way of fine blooms. If you order the five lots, to be shipped in one package, we will include, absolutely free, 5 labelled bulbs of PICARDY, world's most popular gladiolus. Get the premium PICARDY and your collection free, by making up a combination order with four of your friends.

IF YOU WISH TO BUY IN LARGE QUANTITIES

We will gladly mail you a copy of our trade price list, 53 varieties, priced per 1,000. Or you may send us a list of what you require, for special quotation. Please do not ask for lower prices on small quantities, as our low rates do not admit of further reductions.

You will probably be surprised at the quality of the stock we ship out on quantity orders. Every bulb is handled individually, whether you order one dozen or one hundred thousand.

A FEW CULTURAL SUGGESTIONS

FIRST OF ALL, remember that the gladiolus is very easily grown if a few simple, easily followed rules are observed.

When you receive your bulbs, no matter where from, open the package immediately to admit air. If in small quantities, it is sufficient to open the bags and leave them that way. But if the bags are fairly full it is better to pour into shallow boxes and store in a dry, cool, frostproof place. A temperature of 40° F. is about right and there should be occasional ventilation.

Make your first planting when the leaves begin to come out on the trees in your vicinity. To assure a succession of bloom throughout the Summer it is well to plant some bulbs every ten days until about four months before you normally expect a frost. In our locality, we plant from the first week in April until late in June, but there is considerable risk in planting as late as we do, as we stand a good chance of losing our late blooms.

Be sure to select a plot of ground that is not shaded at any time of the day. Glads love the sun and will not bloom well if shaded even part of the time. They especially resent being planted close to buildings or foundations.

Plant large bulbs from four to six inches deep, depending upon whether your soil is sandy or heavy. You will need to plant deeper in a light sandy soil. Medium and small bulbs may be planted from two thirds to one half as deep as the large bulbs. If planted in beds, separate at least eight inches apart, if in rows, four or five inches apart, rows from eighteen to thirty-six inches apart. The wider spaced rows are easier to cultivate but, of course, use up more land for a given quantity of bulbs.

About fertilizer, best of all is well rotted animal manure plowed or spaded into the soil in the Fall. With this, a good commercial fertilizer can be used at planting time. It is difficult to recommend specific fertilizers for different localities, but in general, a good corn fertilizer should do a good job. It is not usually necessary to apply further fertilizer, but it sometimes helps to top dress with the same fertilizer about the time the buds are beginning to swell out down in the thick part of the plant.

If the weeds are kept pulled as fast as they appear, and the soil is cultivated often and kept loose and soft, it is not usually necessary to water. If artificial irrigation does become desirable, water heavily about once a week rather than a little every day. It is especially desirable to water after the flower spikes start to stretch up out of the plant.

Dig the bulbs when the tops first begin to turn brown, do not wait until they die down completely. First loosen the soil with a fork, then pull up and cut close to the bulb, letting the bulbs fall into shallow boxes or on burlap squares.

Cure well in the sun for a few days, then store in a cool dry place, well ventilated, until the bottoms or old bulbs can be removed easily. After this is done, the bulbs may be stored again, this time until time to plant.

At planting time, inspect the bulbs and throw away any that show signs of rot or disease. Better burn them to make sure that they do not infect your clean stock.

The bulblets which you found around the base of your new bulb should be stored separately and planted about two inches deep in a

light, sandy soil. They will produce bulbs ranging from very small to real large in some cases. Not all will grow, but you should get a very substantial increase by this method.

ABOUT THRIPS

The cheapest, and about the most certain, form of insurance against thrips is to soak all your bulbs overnight in a solution of bichloride of mercury (corrosive sublimate). It is a good plan to do this no matter what previous treatment your bulbs have had and no matter where you obtained them. Not only does this treatment protect you against thrips, but it is also effective in controlling certain gladiolus diseases.

Make a solution of one ounce of the bichloride power to seven gallons of water. If the powder does not dissolve readily, use a small quantity of hot water, then mix with the larger quantity. To be effective, the solution should be kept at about 60° F. Use only glass, wooden, or crockery containers, metal destroys the effectiveness of the solution.

The only effect you should notice from this treatment is a slight delay in blooming date, usually ten days to two weeks. There have been some experiments made with other materials, such as Lysol, which apparently do not retard the date of blooming whatsoever, but we are not in a position to recommend specific treatment with this solution at this time.

If your planting is small, particularly in a climate where thrips can live over Winter in the ground, it would seem a good insurance to spray, starting when the plants are about six inches tall, and continuing until the buds start to open. On larger plantings, where the expense would be noticeable, you can watch the plants carefully as they develop. Any silvery streaks on the leaves mean trouble, if you look closely you can usually find the thrips themselves out on the leaves in the sun, or down between the leaves on a dark day.

If you do find it necessary to spray, we recommend the tartar emetic treatment widely used by commercial growers in Florida. Make a solution of four pounds of tartar emetic, sixteen pounds of brown sugar, to one hundred gallons of water. For small quantities use two ounces of tartar emetic, eight ounces of brown sugar, to three gallons of water. Tartar emetic is a standard chemical also known as antimony tartrate. The solution should be kept stirred as it is used, do not make up a lot in a container and dip off the top, as the tartar emetic will settle out in a short time.

If you should get a bad infestation, in spite of all precautions, keep the blooms off the field. Any badly damaged and unusable spikes should be cut and burned. Do not leave on the plants for the thrip to feed on and multiply.

In the Fall, after your bulbs are cleaned, AND WELL DRIED, you may sprinkle naphthalene flakes among them at the rate of about one ounce to one hundred large bulbs. Close up tightly with newspapers, or place in bags and tie the tops. Place in a warm location for about two weeks. Then remove the flakes, put the bulbs back in the shallow flats and store in a cool, dry, well ventilated place. BE SURE TO REMOVE THE NAPHTHALENE BEFORE ROOT BUDS START TO SHOW AROUND THE BASE OF THE BULB. Also, do not plant any of the dust from the flakes with the bulbs.

NAPHTHALENE FLAKES

You will find some flakes in the bags with your bulbs when they arrive. These should be shaken out before storing the bulbs away.

On orders of \$3.00 and larger, we will include without charge a generous package of naphthalene flakes, if you ask for it when ordering.

The flakes can be purchased in quantity from your druggist or any manufacturing chemist.

AT BLOOMING TIME

If your glads are planted for landscape effect you will, of course, leave the spikes on the plants until they become unsightly, when they should be cut just below the flower head and removed.

But if you plant for cut flowers, as is more likely, you should cut the spike when the bottom floret has just opened full and a few others are showing color. Almost any variety will then open well in water, even to the very topmost florets in some cases.

Slide a thin, sharp knife blade down the stem and cut on a slant, leaving the remaining leaves undamaged. To assure good development of the new bulb it is best to leave at least four undamaged leaves.

In extremely hot weather, cut the first thing in the morning, before the hot sun has a chance to fade or wilt the bloom. Use plenty of cool, pure water and change it every day. When you change the water, cut off about an inch of the stem with a clean sharp knife. Never use shears or break off with the fingers. The little water canals must be left open and clean if the bloom is to retain its beauty and open well over a period of several days.

Use the smaller decorative varieties freely for small vase and table decorations, and try using the individual florets in a bowl, floating them on the surface of the water. You will be both pleased and surprised at the beautiful effects which can be produced by the exercise of a little ingenuity and imagination.

ORDER BLANK

F. F. & F. O. Shepardson

Growers of Fine Gladiolus Mansfield, Massachusetts
(MARSHALL O. SHEPARDSON)

Name _____ Date _____
(Mr., Mrs. or Miss) (Please Print)

Street _____ Amount enclosed \$ _____

Post Office _____ Express Office _____

State _____ When Wanted _____

_____ Extra count of varieties ordered. _____ Varieties of our choice.

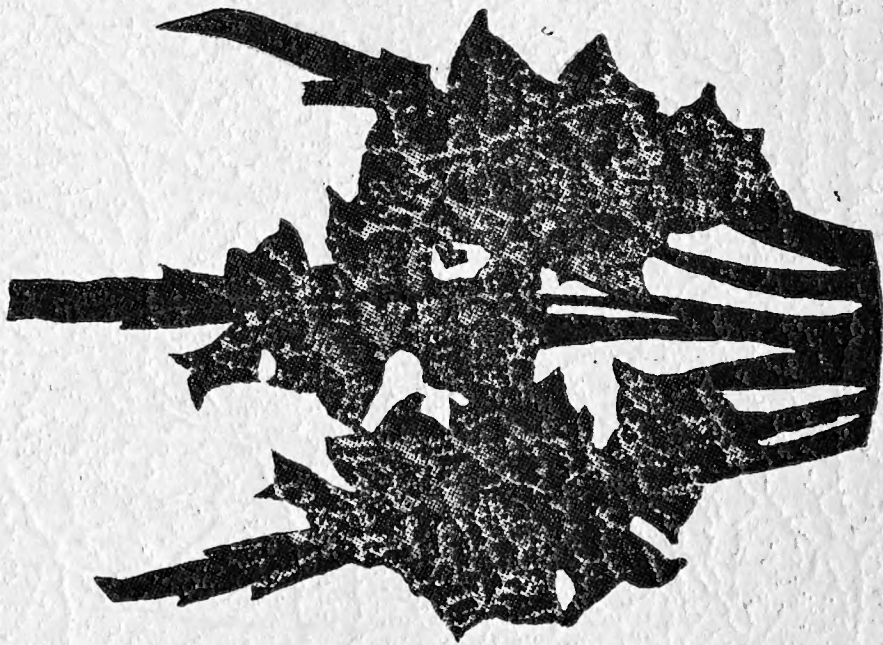
_____Varieties you may like to try. Mention several on back of blank.

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STATEMENT OF OWNERSHIP

Many people, for good and sufficient reasons, like to know just whom they are dealing with. We are glad to tell you that the firm of F. F. & F. O. SHEPARDSON is owned and operated by Marshall O. Shepardson, the third generation in the business.

Reference, The First National Bank of Mansfield, Massachusetts, or any large grower in the East.



Mrs. Furman

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